

Graphic design students' conceptions of the discipline in an era of expanded design

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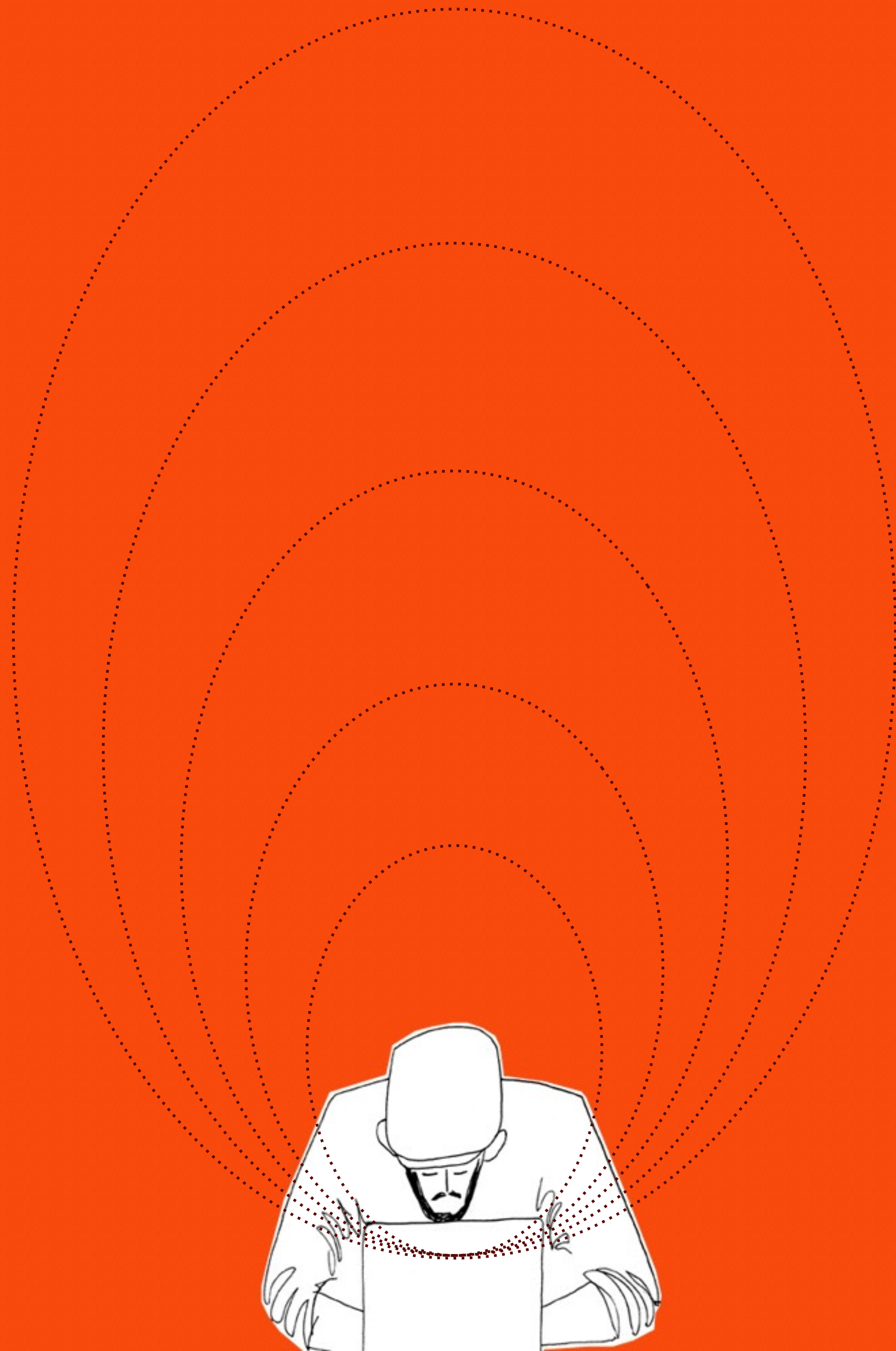
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GRAPHIC DESIGN STUDENTS'
CONCEPTIONS OF THE DISCIPLINE
IN AN ERA OF EXPANDED DESIGN



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ILLUSTRATIONS FRAZER HUDSON

PREFACE

GRAPHIC DESIGN EDUCATION

CAREER
TRAINING



INFINITE
POSSIBILITIES



*GRAPHIC DESIGN AS A CULTURAL ENTERPRISE IS TO
UNDERSTAND IT AS AN EXPANDING DISCIPLINARY
PROJECT. IT IS NO LONGER SIMPLY A PROFESSION,
A SERVICE, A TOOL OR A MEANS TO CREATE DESIRE.*





D&AD @dandad · Feb 8

Nothing matters more than a #DandAD Pencil. Deadline 17 February 2016.



Nothing matters more.
Deadline 17.02.16

D&AD Professional Awards 2016

dandad.org

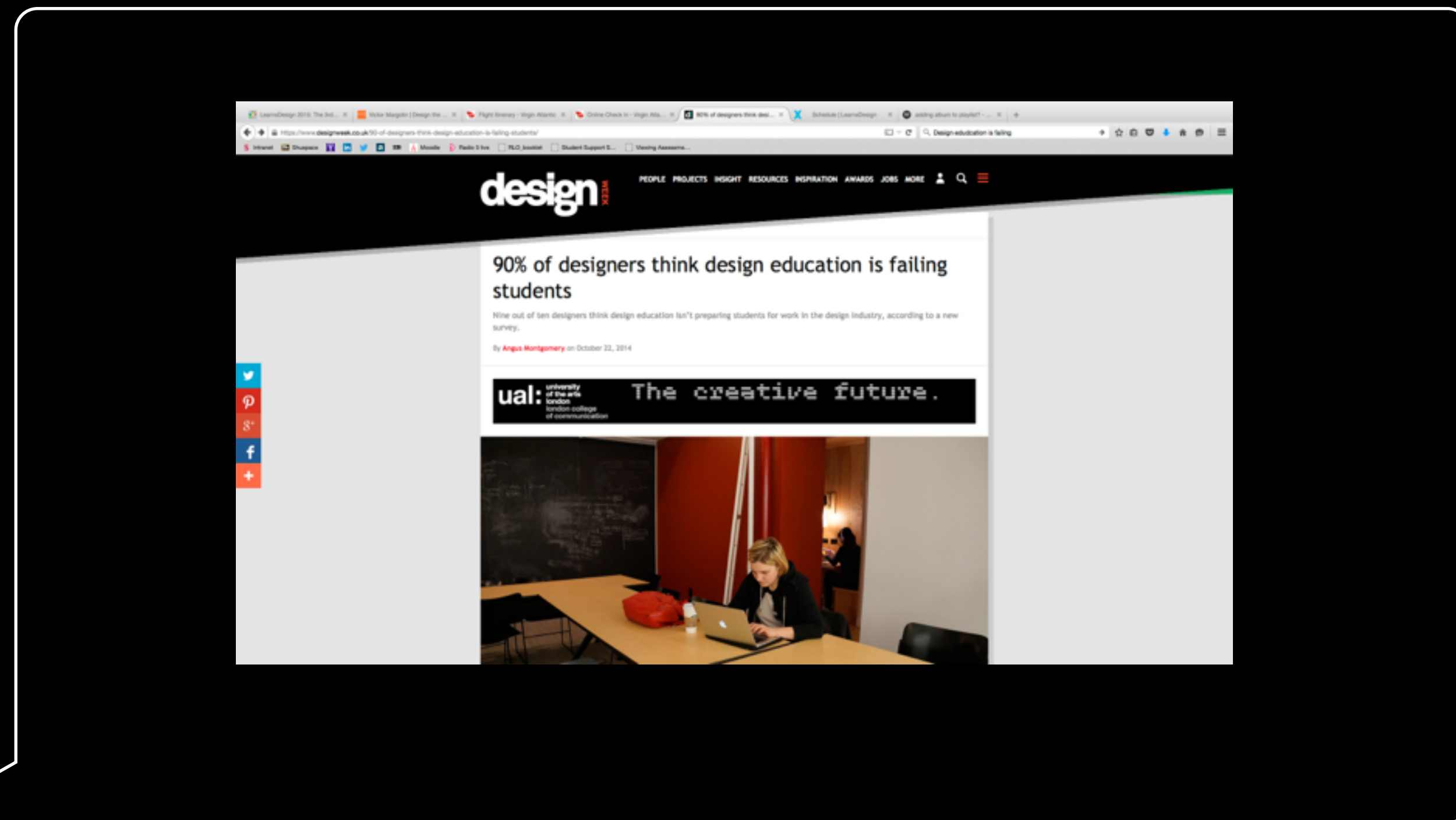


*THE EXTENDED TERRAIN OF CONTEMPORARY
GRAPHIC DESIGN PRACTICE HAS ITS TRADITIONAL
BASECAMPS IN TYPOGRAPHY, IMAGE MAKING,
FORM GIVING, ADEPT USE OF MATERIAL CRAFT,
AND SYSTEM CONSTRUCTION LARGELY APPLIED
TO THE MESSAGES OF PAYING CLIENTS ...*



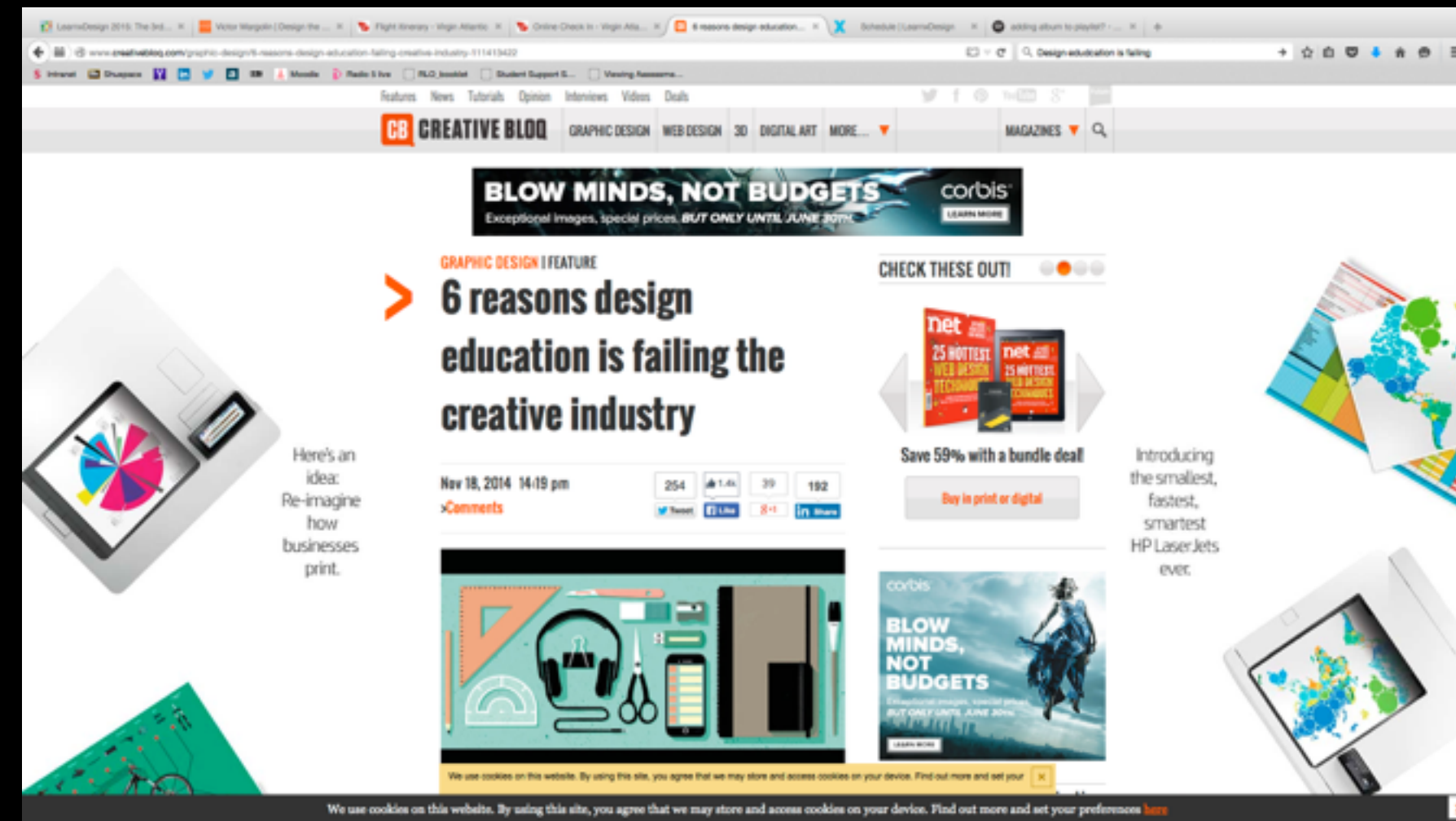
*... THESE NODES ARE MERE FOOTHOLDS IN
A NOW VERY MATURE CAMPAIGN BY GRAPHIC
DESIGN TO LAND UPON THE BANKS OF
ALMOST EVERY OTHER DISCIPLINE UNDER
THE SUN ...*





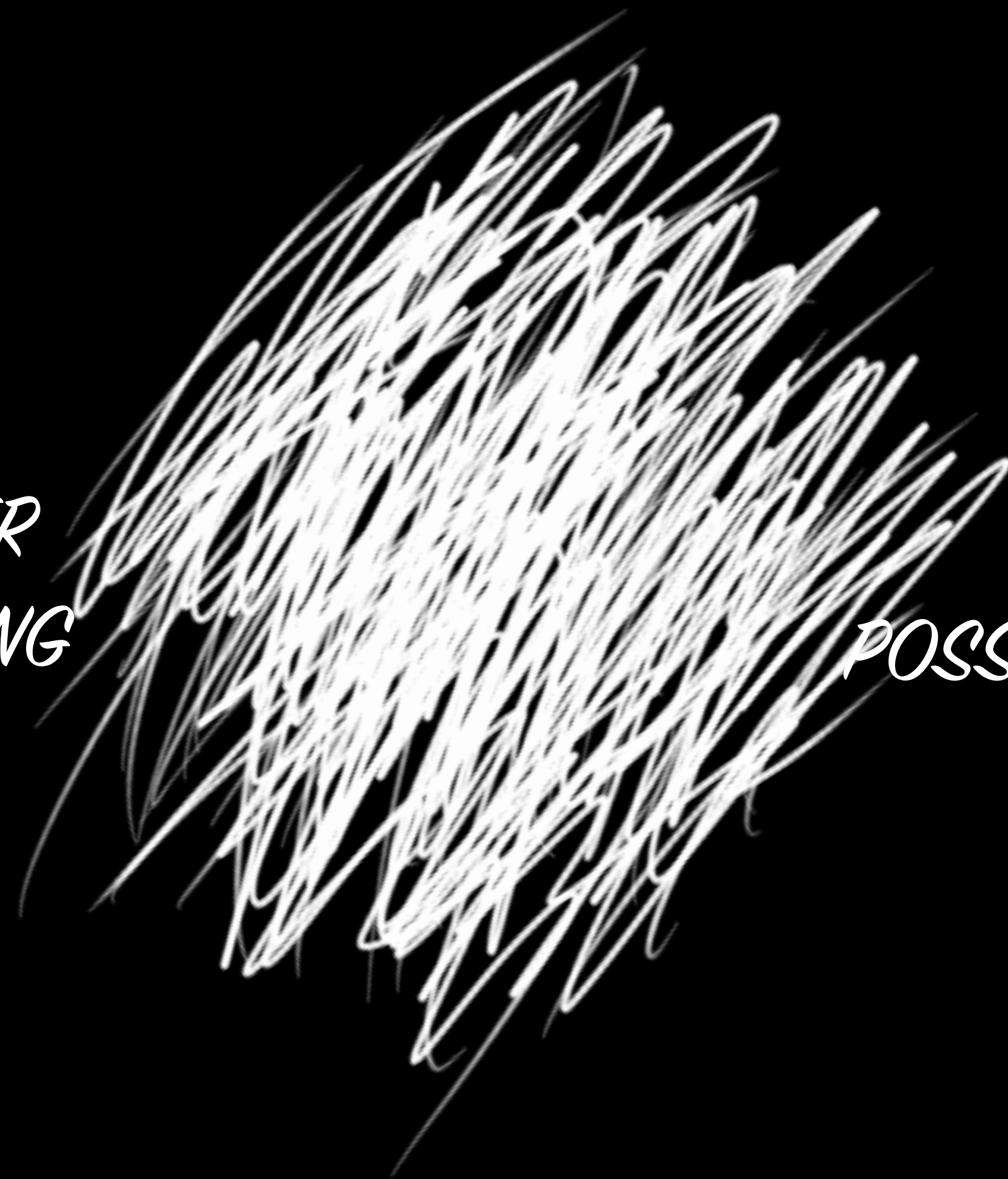
... OUR HOLDINGS AND COLLABORATIONS ARE SO MASSIVE AND MULTIPLE WE HAVE CREATED NEW DISTRICTS AT OUR TRANSDISCIPLINARY FRINGES TO DEAL WITH GRAPHIC DESIGN'S EVERMORE POROUS EDGES SUCH AS: USER EXPERIENCE DESIGN, INTERACTION DESIGN, SOCIAL DESIGN, HUMAN CENTERED DESIGN, CRITICAL DESIGN, SPECULATIVE DESIGN, SERVICE DESIGN, AND TRANSITION DESIGN.







CAREER
TRAINING

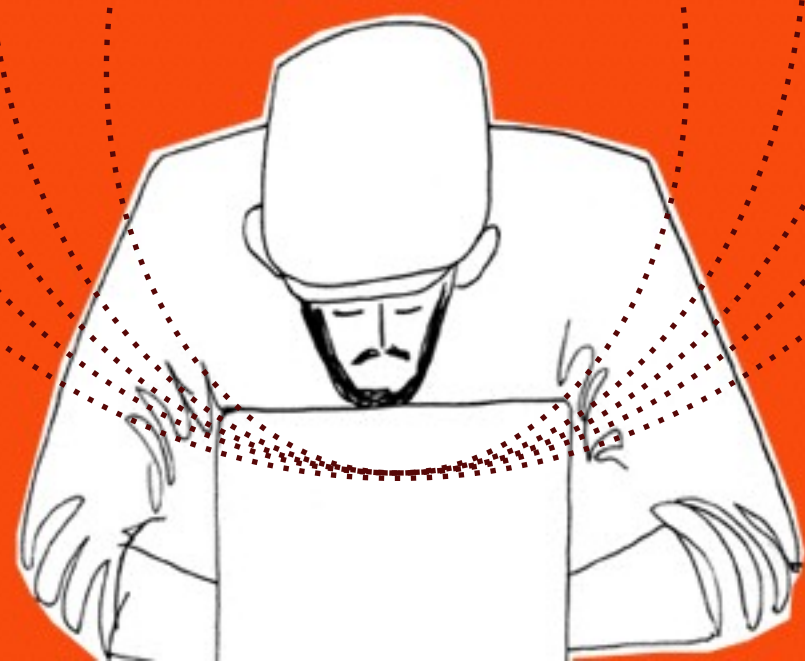


INFINITE
POSSIBILITIES



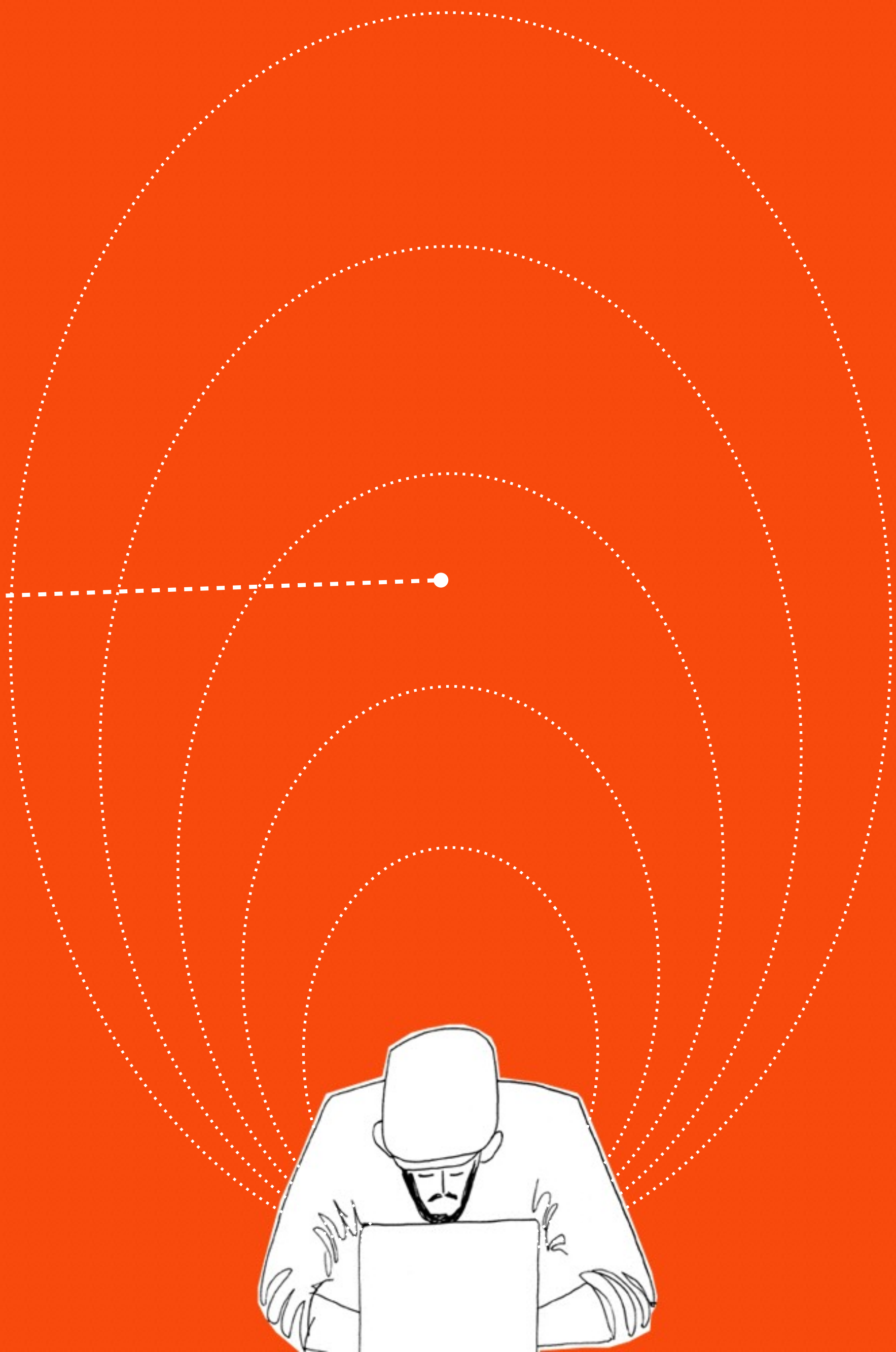
PAPER

GRAPHIC DESIGN STUDENTS'
CONCEPTIONS OF THE DISCIPLINE
IN AN ERA OF EXPANDED DESIGN



STUDENTS' CONCEPTIONS
OF GRAPHIC DESIGN

CONCEPTIONS



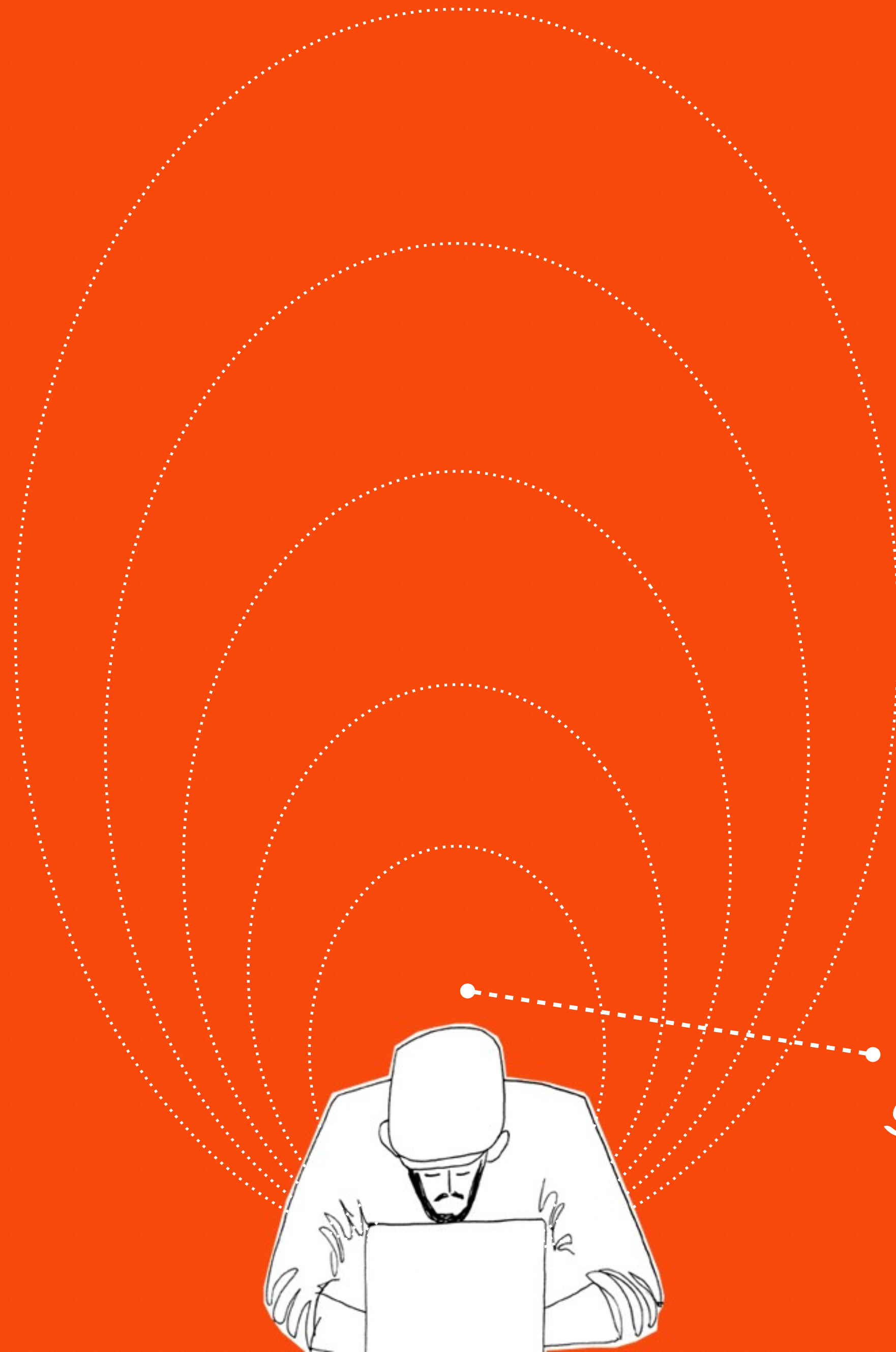
INCREASING
COMPLEXITY



RESULTS



STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN



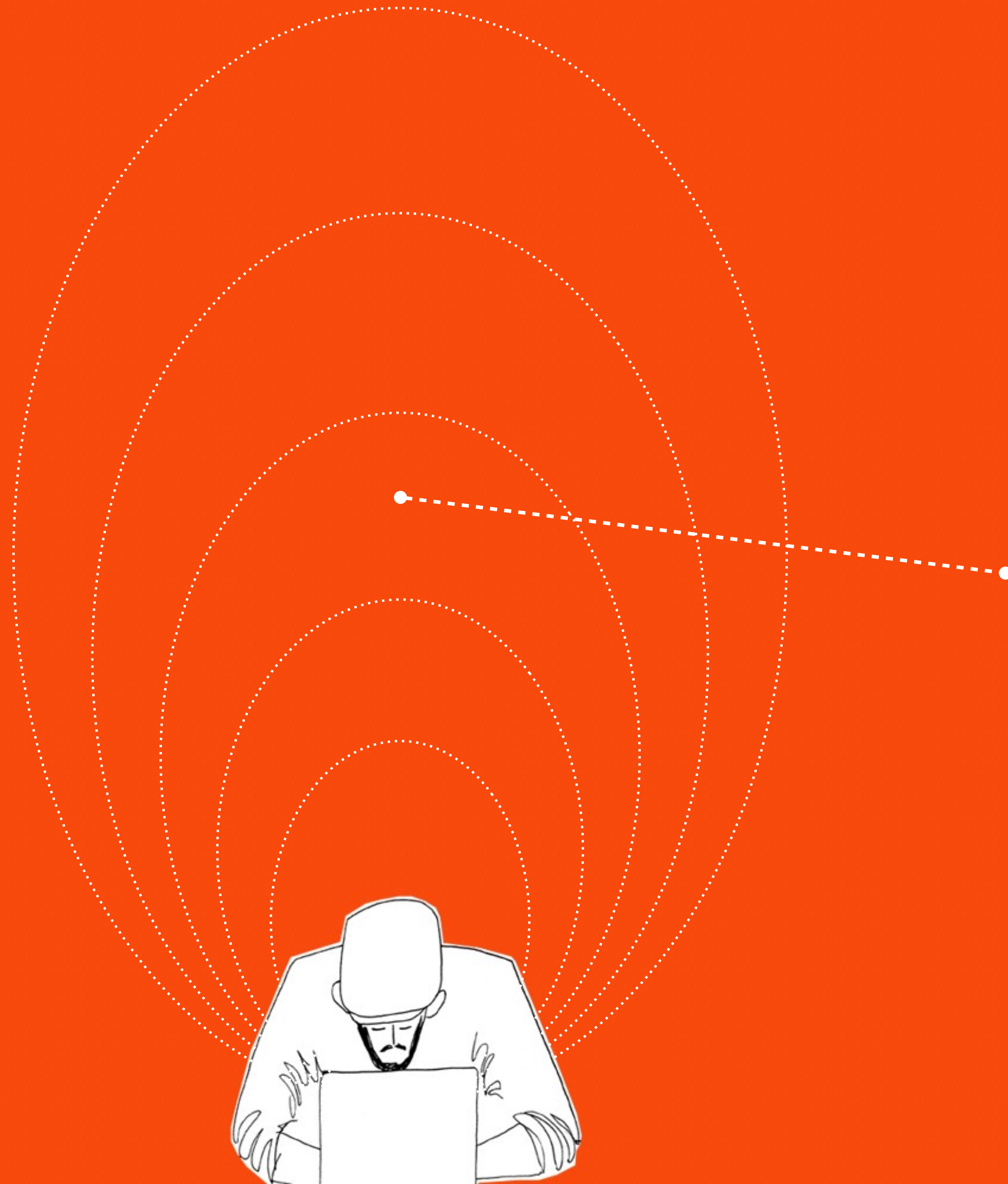
1. GRAPHIC DESIGN IS THE
APPLICATION OF A RANGE OF
SKILLS AND TECHNIQUES IN THE
PRODUCTION OF 'GRAPHIC
ARTEFACTS'

STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN

*2. GRAPHIC DESIGN IS
CREATIVELY AND
PERSONALLY RESPONDING
TO A PROBLEM/BRIEF IN THE
PRODUCTION OF 'GRAPHIC
ARTEFACTS'*



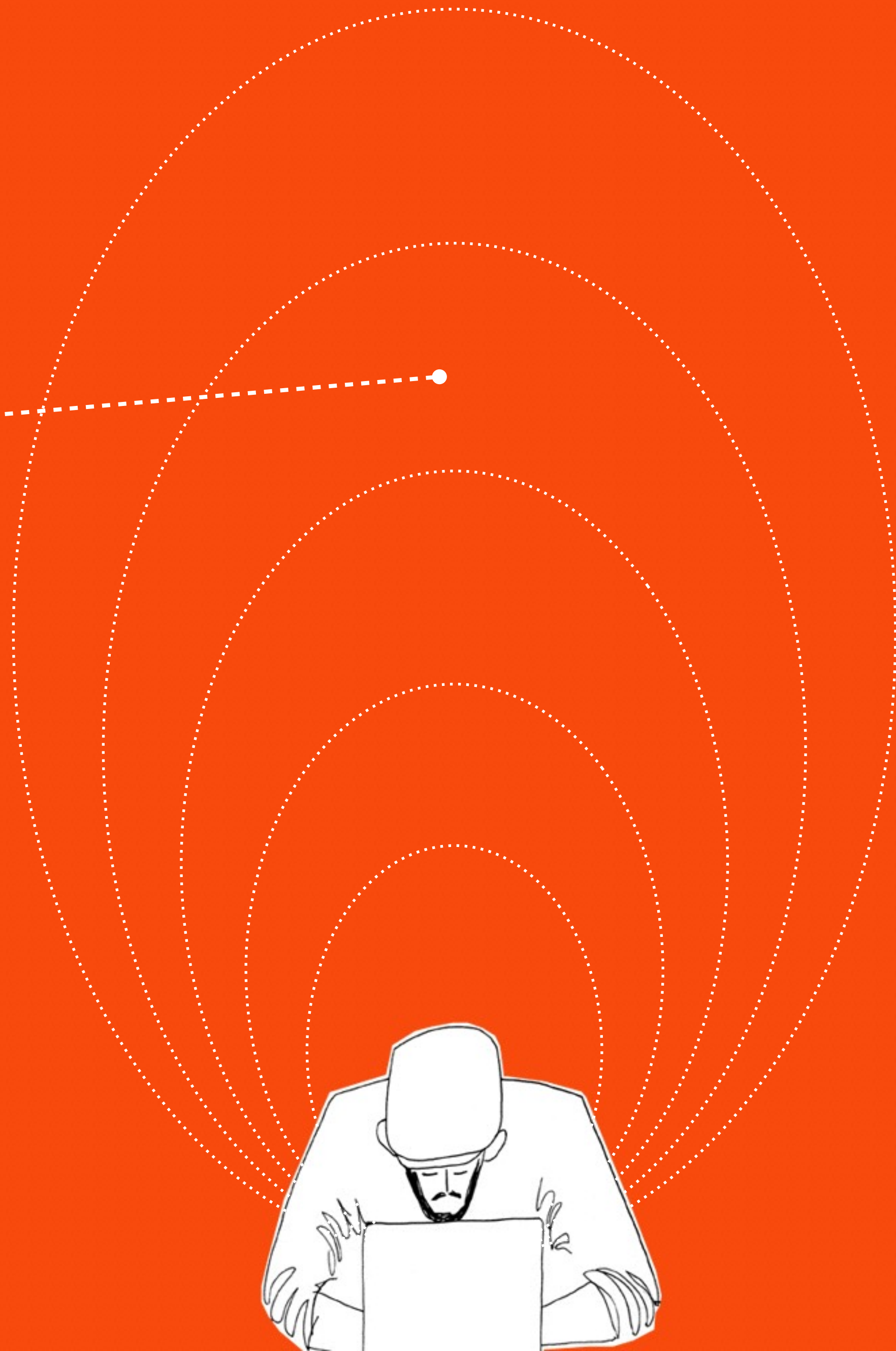
STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN



3. GRAPHIC DESIGN IS
PRODUCING OUTCOMES
IN RESPONSE TO THE
NEEDS OF OTHERS
(CLIENT/AUDIENCE)

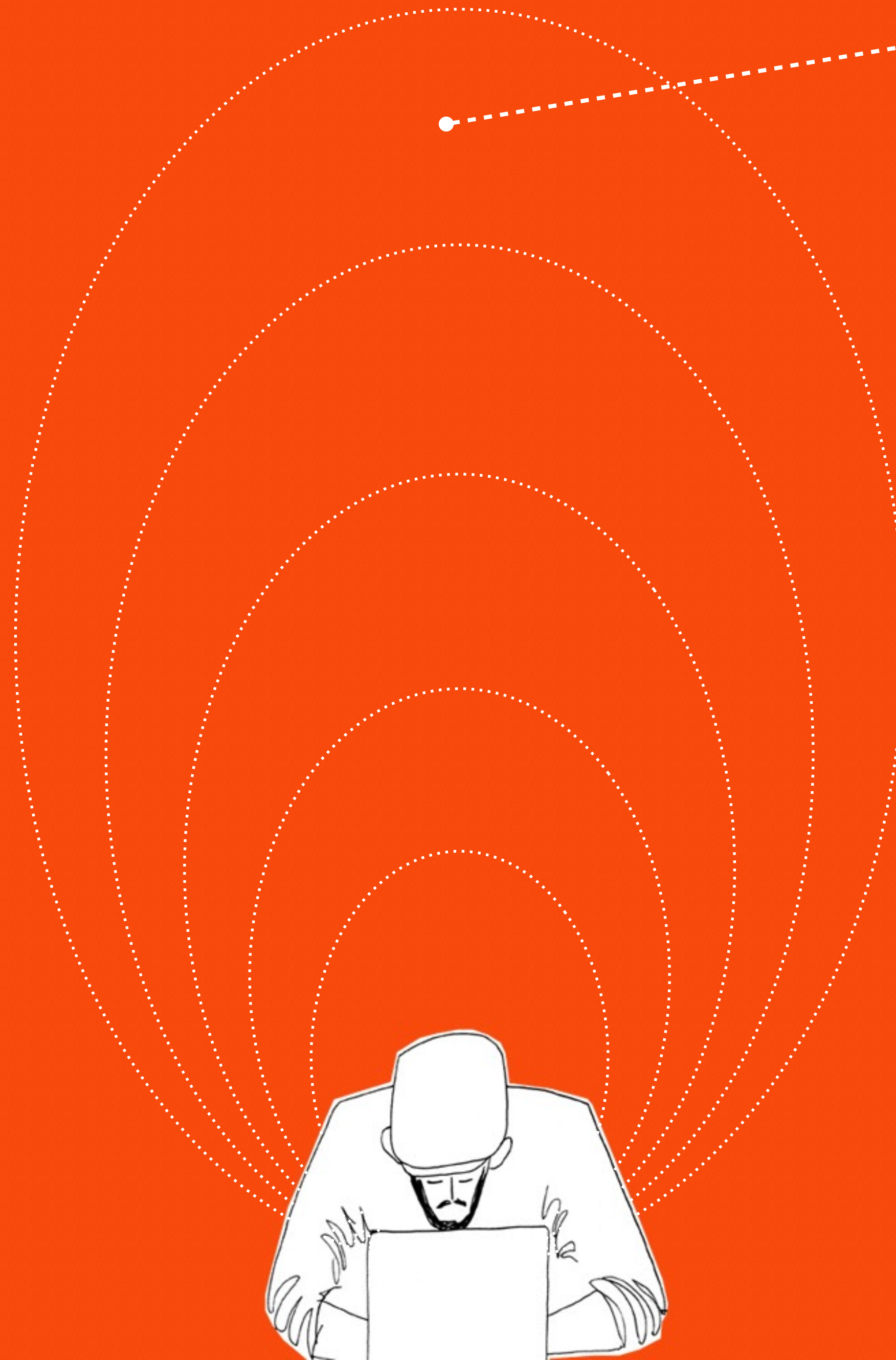
STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN

*4. GRAPHIC DESIGN IS
THE COMMUNICATION
OF CONCEPTS ON
BEHALF OF OTHERS (OR
SOMETIMES SELF)*



STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN

5. GRAPHIC DESIGN OFFERS THE
• POSSIBILITY TO CHANGE,
CHALLENGE, PROPOSE AND
QUESTION THROUGH THE DESIGN
OF INTERACTIONS.



STUDENTS' CONCEPTIONS OF GRAPHIC DESIGN

4. GRAPHIC DESIGN IS THE COMMUNICATION OF CONCEPTS ON BEHALF OF OTHERS (OR SOMETIMES SELF)
2. GRAPHIC DESIGN IS CREATIVELY AND PERSONALLY RESPONDING TO A PROBLEM/BRIEF IN THE PRODUCTION OF 'GRAPHIC ARTEFACTS'

5. GRAPHIC DESIGN OFFERS THE POSSIBILITY TO CHANGE, CHALLENGE, PROPOSE AND QUESTION THROUGH THE DESIGN OF INTERACTIONS.

3. GRAPHIC DESIGN IS PRODUCING OUTCOMES IN RESPONSE TO THE NEEDS OF OTHERS (CLIENT/AUDIENCE)

1. GRAPHIC DESIGN IS THE APPLICATION OF A RANGE OF SKILLS AND TECHNIQUES IN THE PRODUCTION OF 'GRAPHIC ARTEFACTS'



*STUDENTS' CONCEPTIONS
OF GRAPHIC DESIGN*



INCOMPLETE GUIDE TO AN ERA OF EXPANDED DESIGN

EXPANDED DESIGN

DESIGNING WITH

DESIGNER OF TOOLS
AND SYSTEMS

CONCERN
FOR EFFECT

SOCIAL CULTURAL
TRANSFORMATIVE
POTENTIAL



20TH CENTURY MODEL

DESIGNING FOR

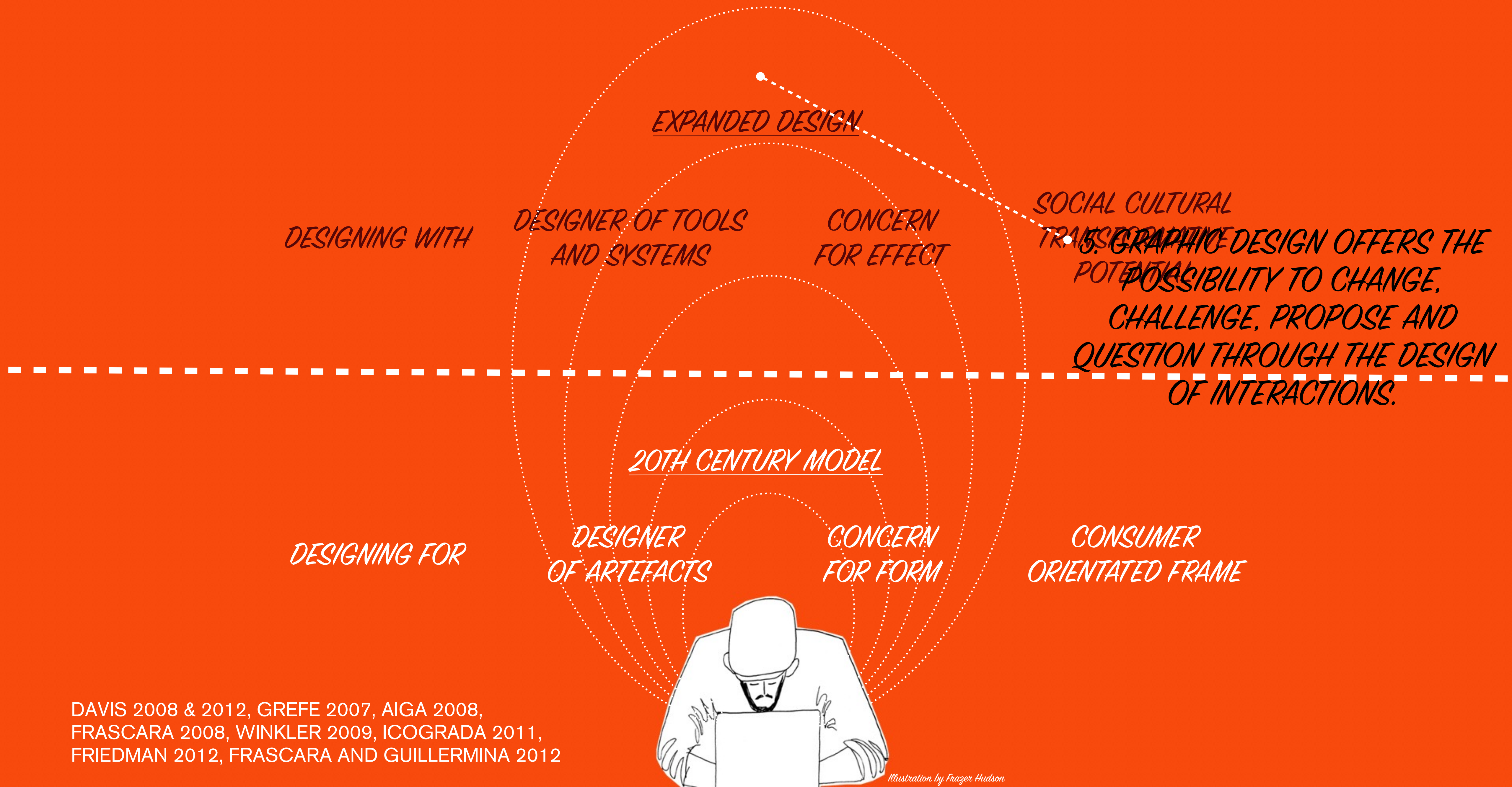
DESIGNER
OF ARTEFACTS

CONCERN
FOR FORM

CONSUMER
ORIENTATED FRAME



DAVIS 2008 & 2012, GREFE 2007, AIGA 2008,
FRASCARA 2008, WINKLER 2009, ICOGRADA 2011,
FRIEDMAN 2012, FRASCARA AND GUILLERMINA 2012



DAVIS 2008 & 2012, GREFE 2007, AIGA 2008,
FRASCARA 2008, WINKLER 2009, ICOGRADA 2011,
FRIEDMAN 2012, FRASCARA AND GUILLERMINA 2012

Illustration by Frazer Hudson

HOW DO WE MAKE THIS VISIBLE?

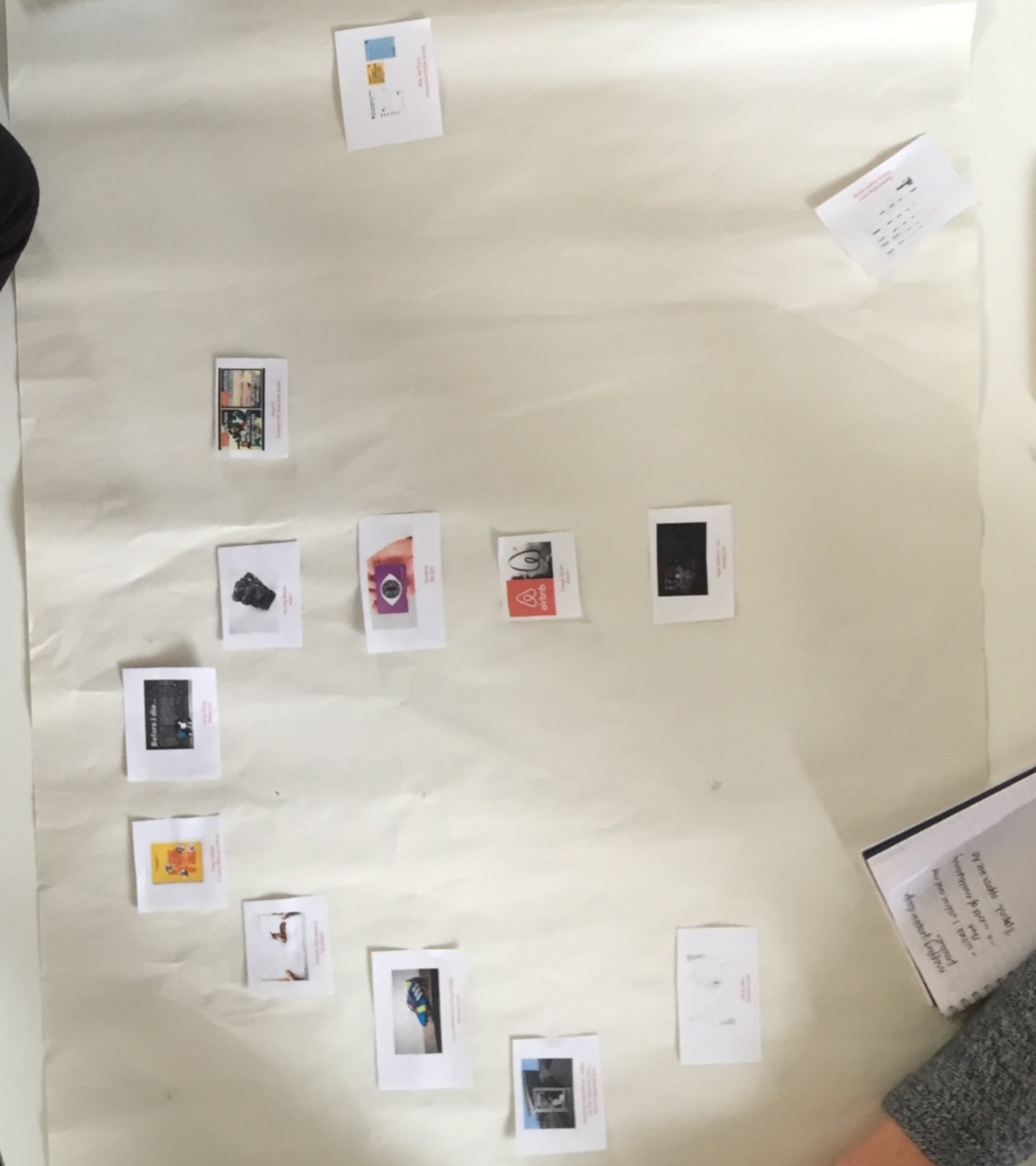


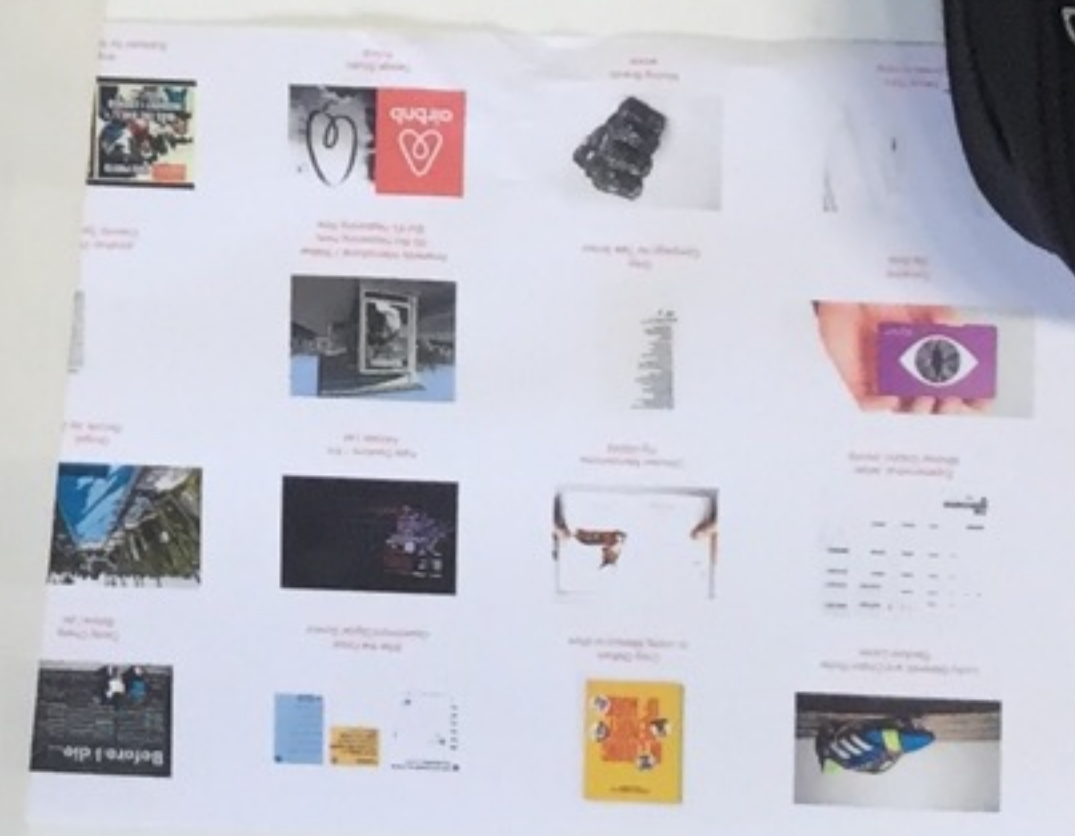
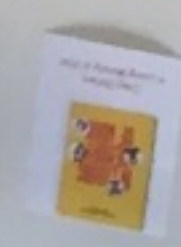
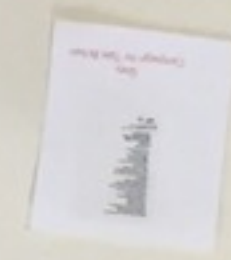
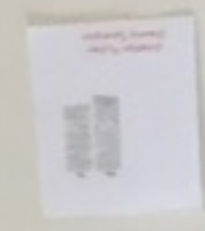
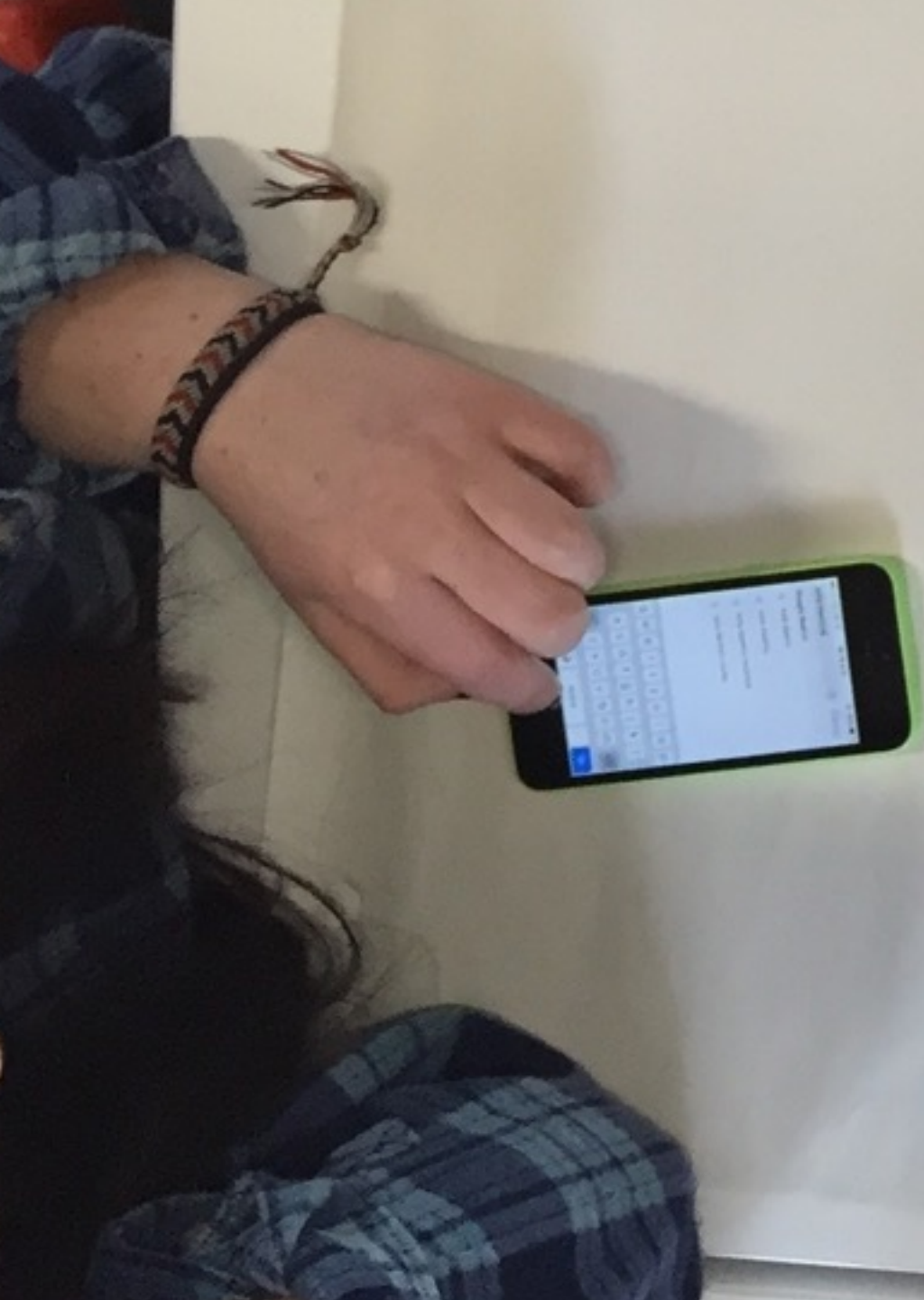
POSTFACE

*‘THE VISUALIZATION AND MAPPING OF PRACTICE ...
OFFER EXCITING TOOLS TOWARDS HELPING EDUCATORS
ADDRESS THIS CHALLENGE, POTENTIALLY CREATING
RICHER AND MORE DYNAMIC DIALOGUES THAT MAY HELP
PREPARE STUDENTS FOR THE VAST AND COMPLEX ARENA
THAT THEY WILL ENTER.’*

AND MAPPING IS USEFUL BECAUSE

'MAKING A MAP IS A WAY TO HOLD A DOMAIN STILL FOR LONG ENOUGH TO BE ABLE TO SEE THE RELATIONSHIPS BETWEEN THE VARIOUS APPROACHES, METHODS, AND TOOLS. MAPS ARE GOOD FOR VISUALIZING RELATIONSHIPS.'





INSTALLATION DESIGN

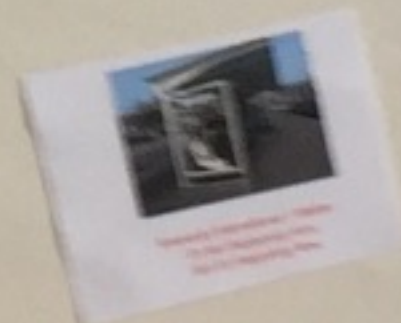
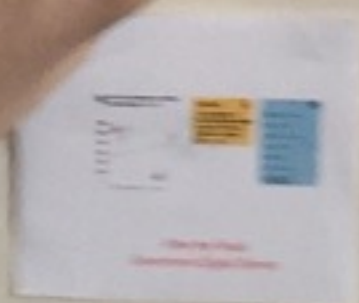
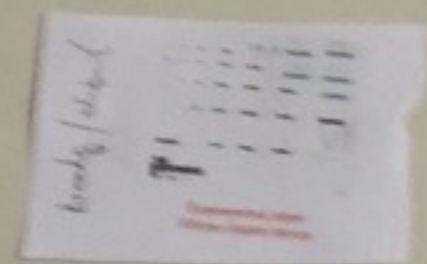
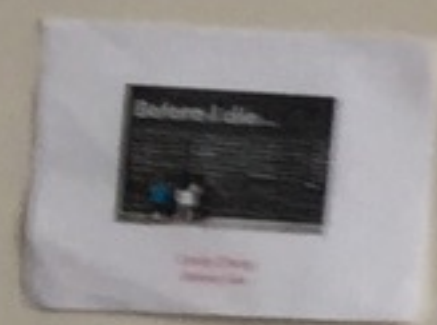
BRANDING

ADVERTISING

EDITORIAL

DATA

ETHICS



FOOT

COMPUTER

OBJECTS

OPENING

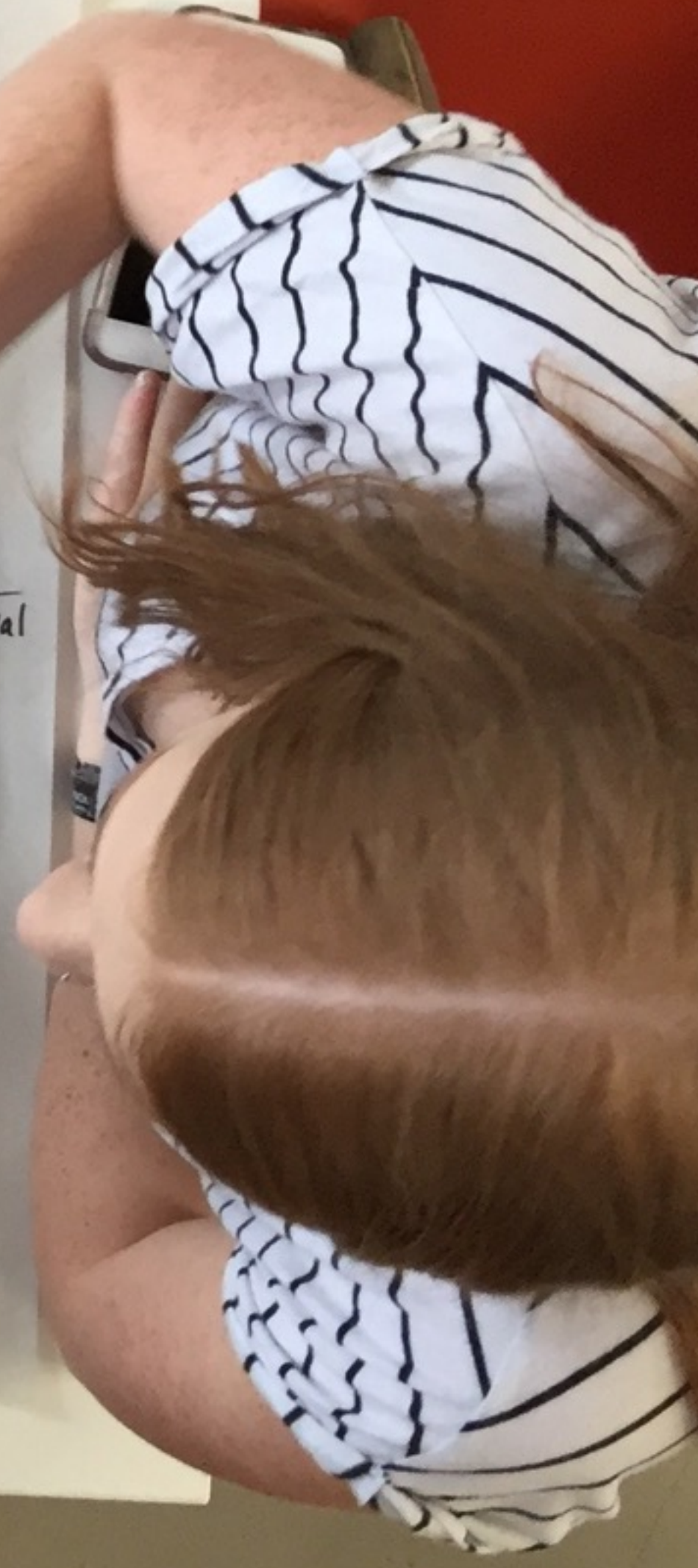


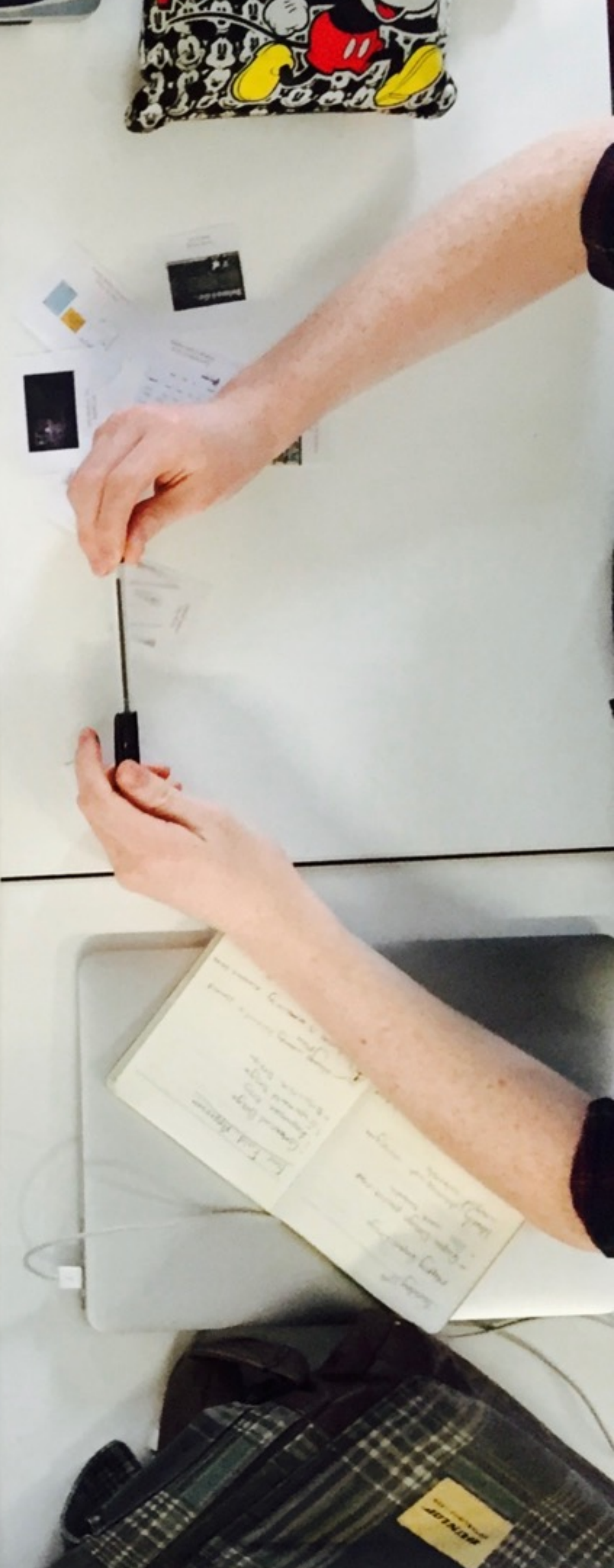
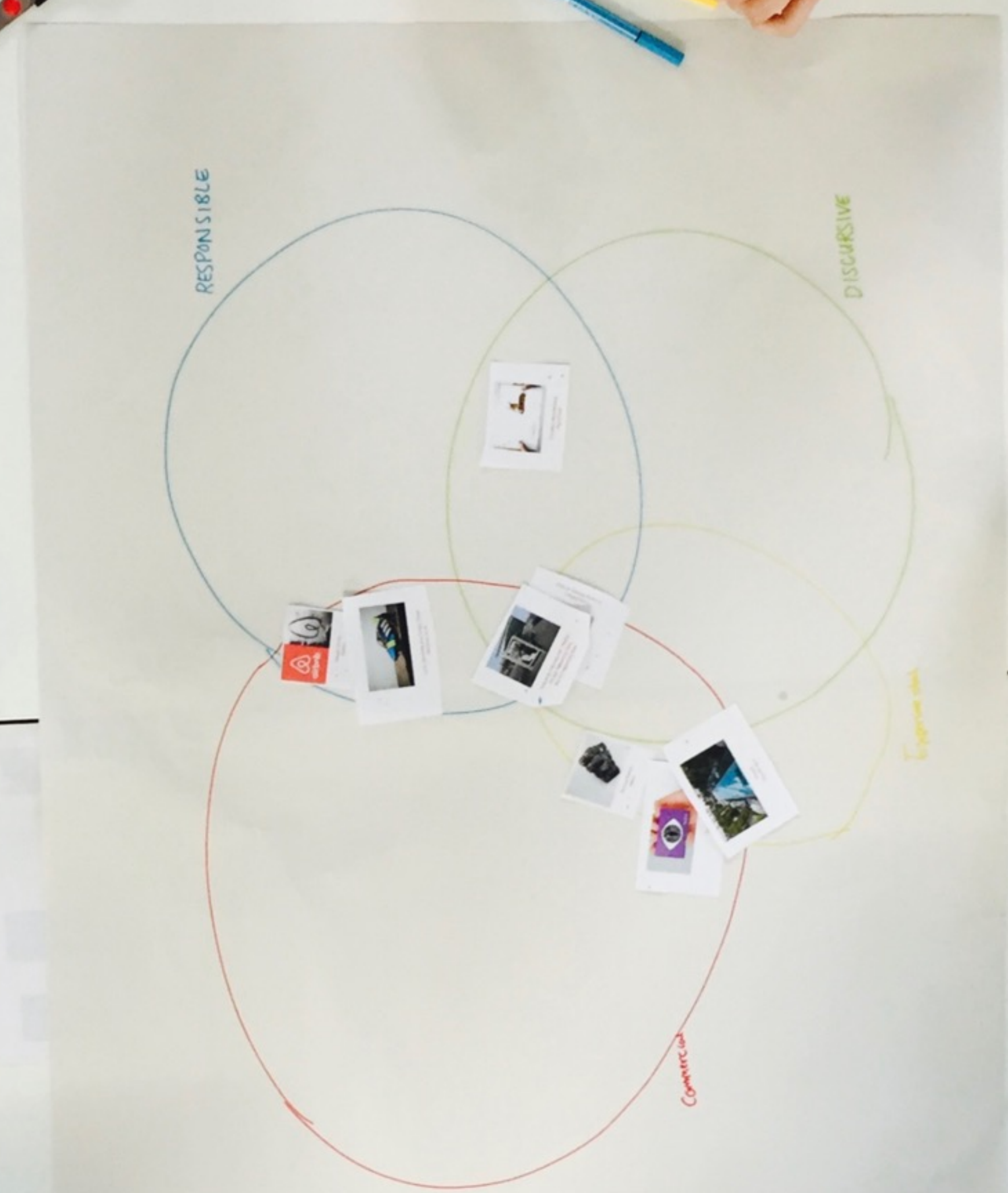
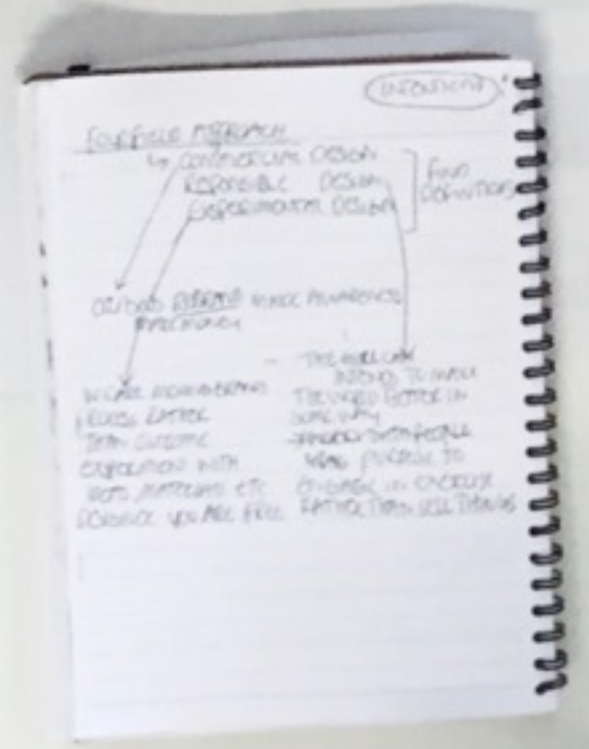
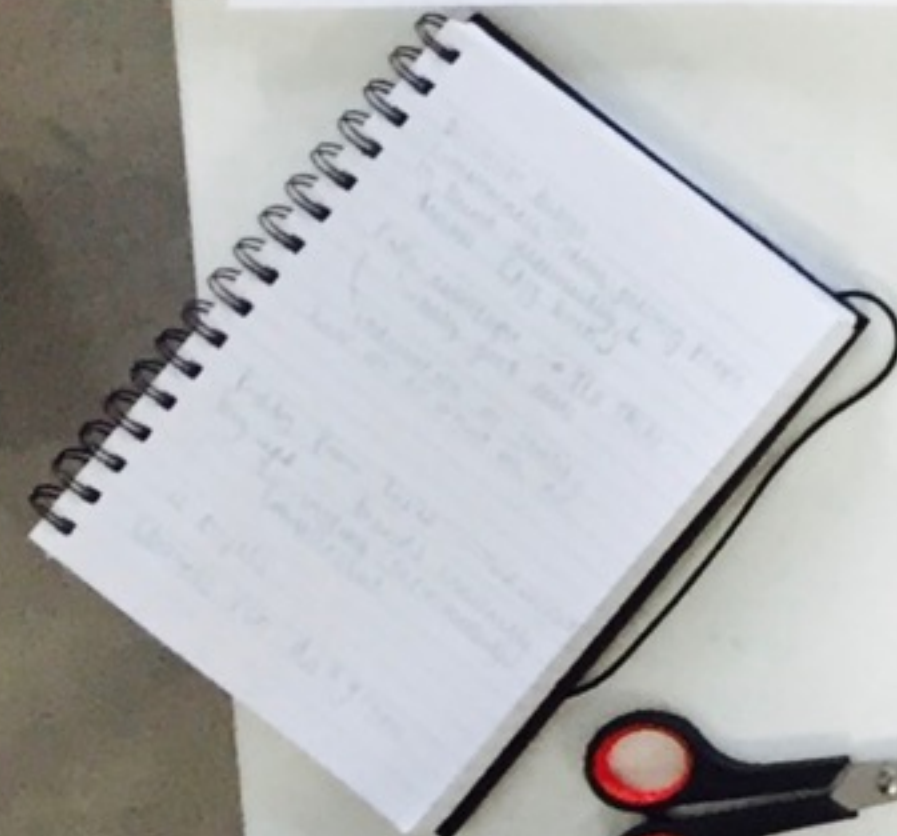


linear

conceptual

personal

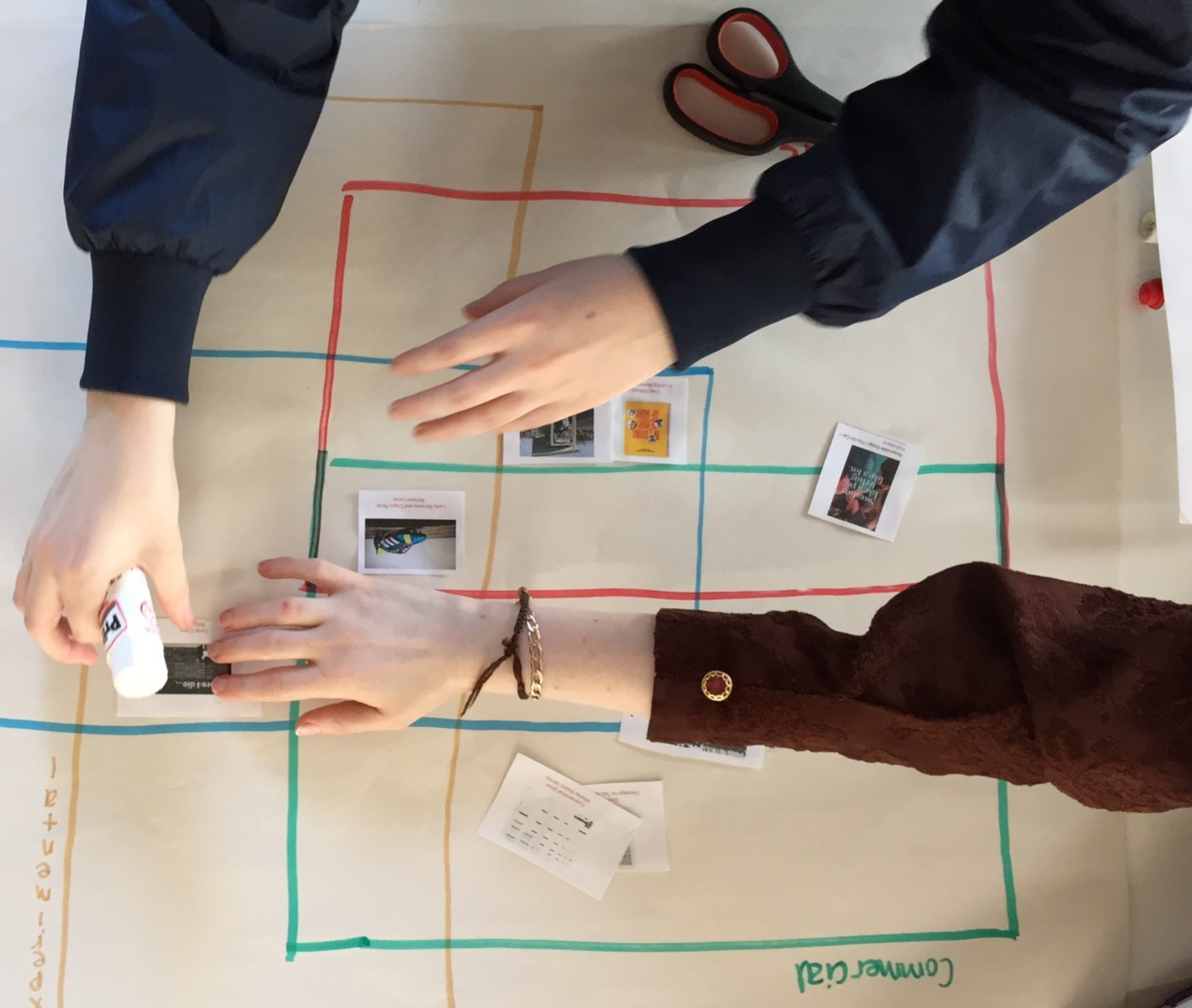


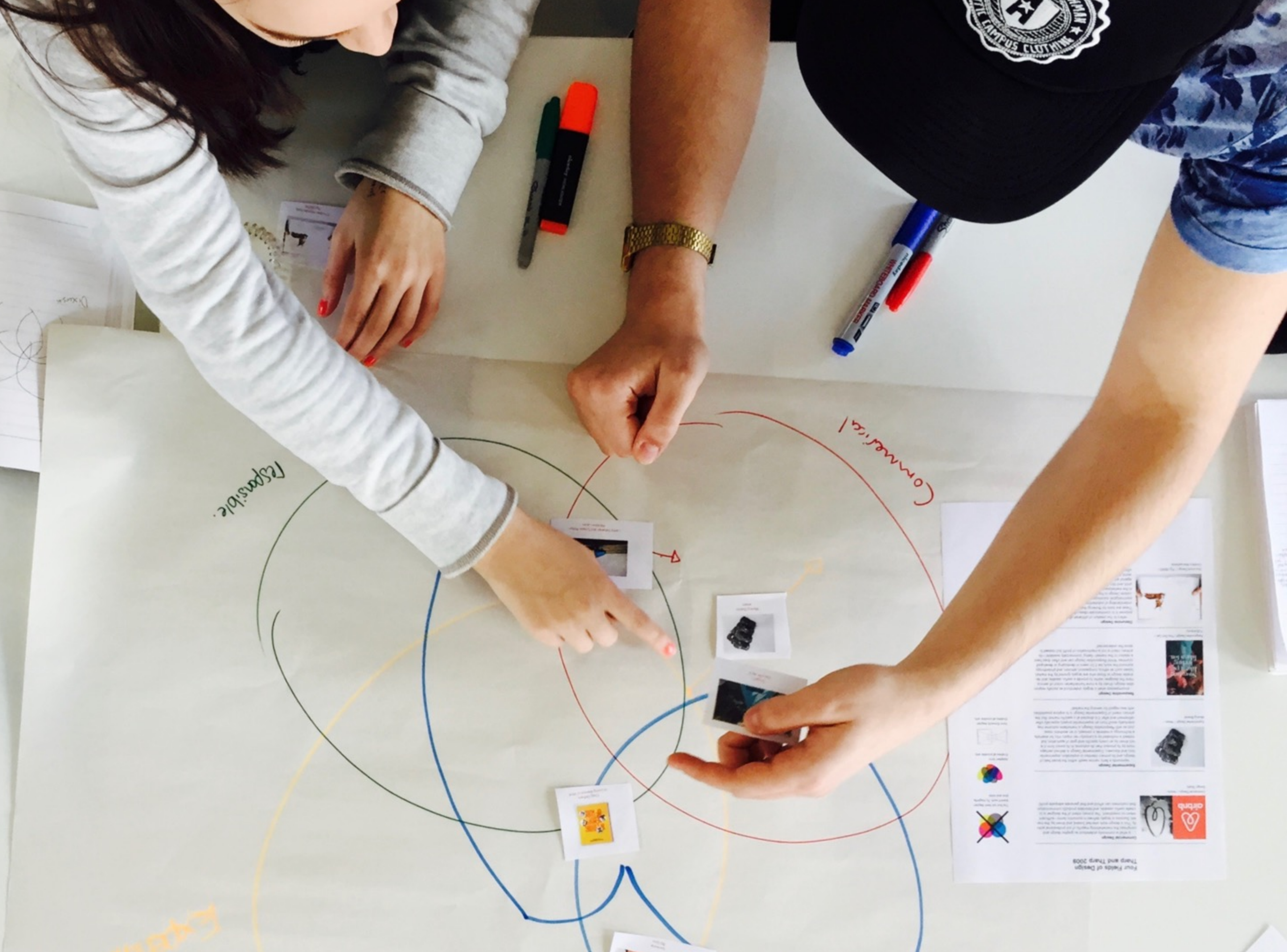
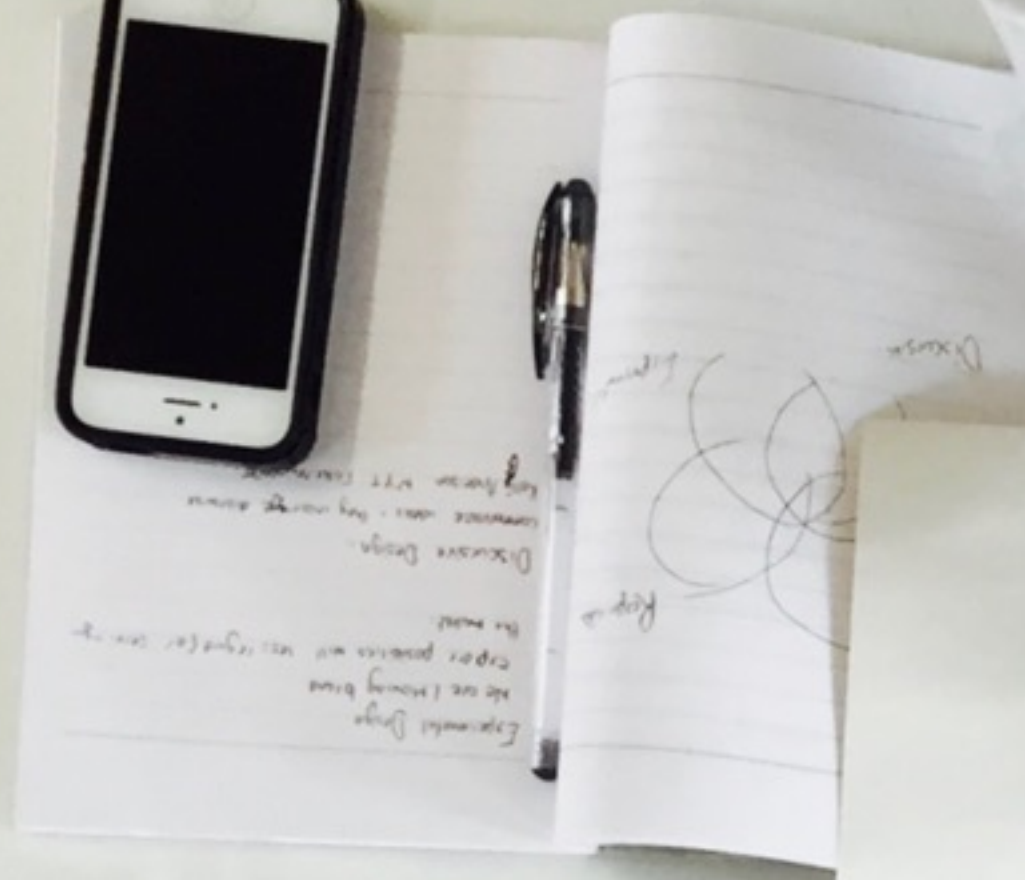


Commercial

1-a+ner-reox

oc-us-n-n-a





FOUR FIELD APPROACH / THARP AND THARP (2009)

FOUR FIELD APPROACH / THARP AND THARP (2009)

COMMERCIAL DESIGN

The primary driver of **Commercial Design** is to make money.

RESPONSIBLE DESIGN

The primary driver of **Responsible Design** to provide a useful, useable, and desirable design to those who are largely ignored by the market.

EXPERIMENTAL DESIGN

The primary intent of **Experimental Design** is exploration, experimentation, and discovery.

DISCURSIVE DESIGN

Discursive Design are tools for thinking; they raise awareness and perhaps understanding of substantive / debatable issues of psychological, sociological, and ideological consequence.

FOUR FIELD APPROACH / THARP AND THARP (2009)

COMMERCIAL DESIGN



RESPONSIBLE DESIGN



EXPERIMENTAL DESIGN



DISCURSIVE DESIGN



FIELDS OF GRAPHIC DESIGN PRACTICE



COMMERCIAL

Commercial design is the most common and often the most visible. It includes branding, advertising, and product design. The focus is on creating visual solutions that effectively communicate a message and drive business results.

RESPONSIBLE

Responsible design focuses on creating visual solutions that are socially and environmentally conscious. It involves considering the impact of design on society and the environment, and using design to promote positive change.

EXPERIMENTAL

Experimental design is a creative and innovative approach to design. It involves exploring new techniques, materials, and concepts to create unique and compelling visual solutions.

DISCOURSE

Discourse design is a critical and analytical approach to design. It involves using design to explore and challenge social and cultural norms, and to promote dialogue and debate.

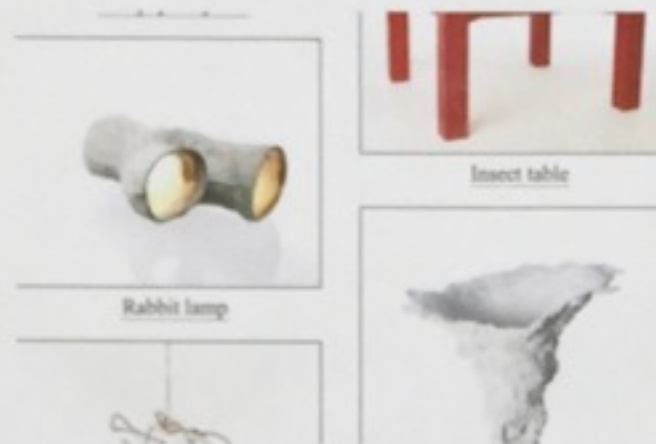
- Designing for the Future**
Exploring the possibilities of design in a world of rapid technological change and environmental uncertainty.
- Designing for the Past**
Exploring the possibilities of design in a world of rapid technological change and environmental uncertainty.
- Designing for the Present**
Exploring the possibilities of design in a world of rapid technological change and environmental uncertainty.
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Dunne & Raby - Compass Table
The original Compass Table was developed as part of the Plastic Project. This version is a low table made from white ceramic. When electronic devices are placed on its surface, the needles twitch and spin in response to electromagnetic fields produced by the devices.



Front Designs - Animals Project
Wallpaper, books, lamps and other everyday objects designed by rats, dogs, snakes and beetles. We asked animals to help us. Sure, we'll help you out! They answered. Make something nice, we told them. And so they did.



Landor - M&S Shwopping
After spending a year with Marks & Spencer helping develop a retail strategy to energise its food, fashion, and home goods departments, Landor's next step was to find new opportunities for the brand to stand out. While M&S has long been committed to the environment, its efforts weren't being recognised.



Pentagram - Wildlife Conservation Society
The Wildlife Conservation Society manages the Bronx Zoo, Central Park Zoo, Prospect Park, Queens Zoo, New York Aquarium and conservation programs in nearly 60 nations. The organization harnesses the power of its ecological parks, conservation programs and partnerships around the globe to save wildlife on land and sea. Pentagram's Michael Barut and his team have created a new identity for the organization that advances its position as a global leader in wildlife conservation and acknowledges its broad and diverse audience.



Droga 5 - Subtexter for Newcastle Brown
Launched in 2012, Droga 5's No Bullshit campaign for Newcastle Brown Ale shattered a category-defining brand promise: great beer without the subtleties of traditional beer advertising. Within six months of launch, the brand saw drastically increased sales and social media engagement, solidifying the No Bullshit platform as not only a successful marketing move, but also a true identity that the brew has continued to own.



Translation & Transmission - Laura Fearn (Dementia)
The project explores and looks into the effects that dementia has on the elderly in the day and ages society. It explores through illustration and hand printed / stamped typography, the problems, losses and implications faced by sufferers on a day to day basis. Some in black and white, it visually narrates a journey and conveys dementia through its pages.



Human Trafficking - Laura Fearn
The set of posters for an anti Human Trafficking campaign, explores and conveys the main and most popular types of Human Trafficking as well as visually showcasing personal and individual cases with the finger prints. These campaign posters are simplistic and straight to the point, raising awareness and educating people on the going on in and about around the UK, things that happen behind closed



Rafael Morgan - Indigestive Plates
This plate looks like an ordinary plate, in fact it is just a regular plate (until you put some hot food in it). The inside of the plate is printed with undeniable, provocative, bitter and indigestible sentences about hunger statistics in the world. The sentences are printed using heat sensitive ink, so they will only be revealed when someone put some hot or warm food in it.



Amnesty International / Walker - Its not happening here, but its happening now
This is an award winning campaign from Amnesty International in Switzerland which puts the issue of human rights and abuse out for all to see. It was created by a Danish born advertising agency together as Walker and was initially consisted of 200 posters that each to themselves, all meticulously matched specific surroundings. These showed scenes of human rights and abuse from around the world. It was a sensitive subject to approach, but the company did this with respect and responsibility.



Jonathan Puckey - Drawing Typologies
It is an investigation in how we can use new technological developments in order to make the design more human, direct and that leaves space for imperfections. By drawing all the texts of the catalogue by hand (with this tool) the whole book receives the character of a living organism.

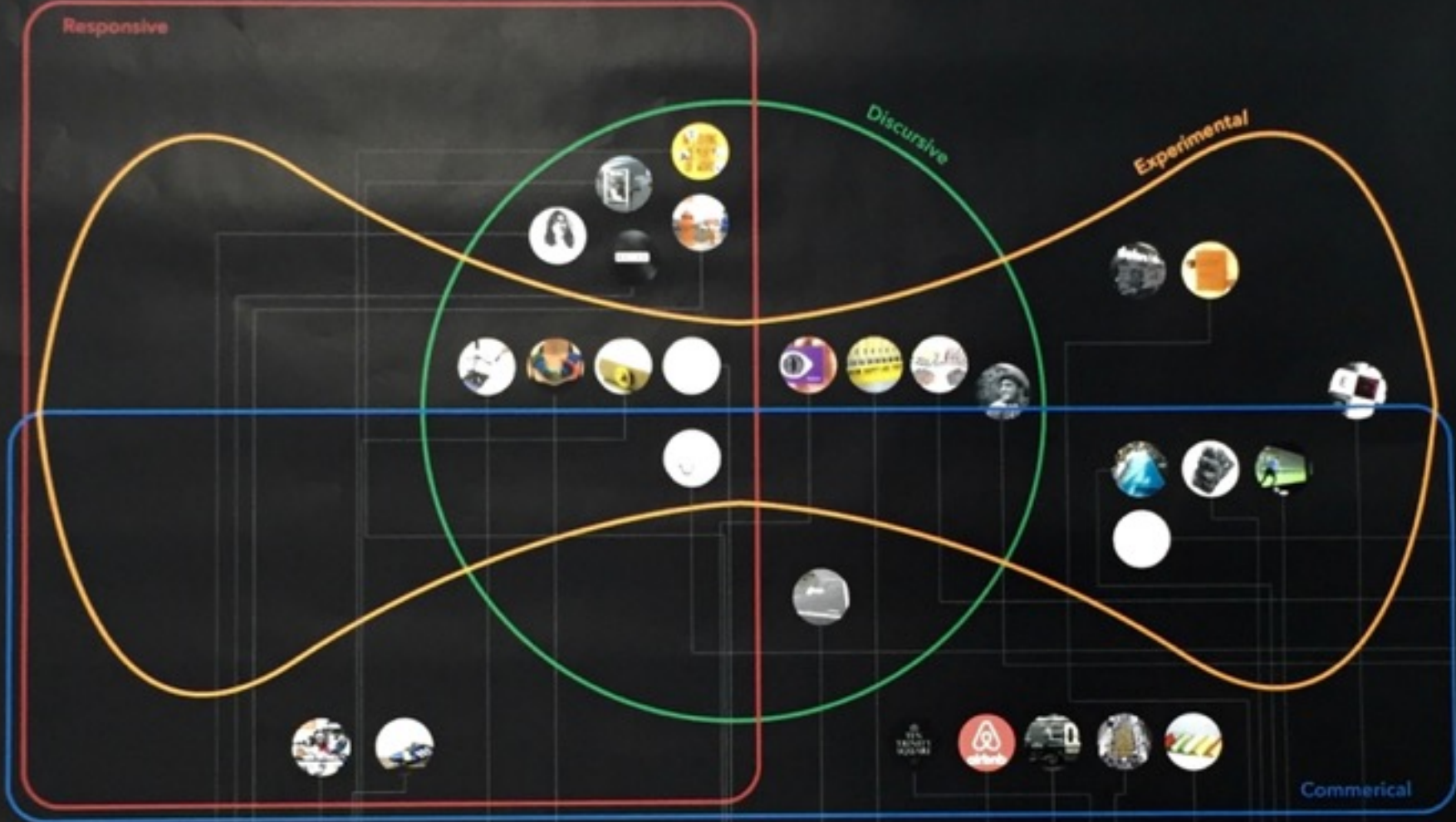


Kenya Hara - Umeda Hospital
The 1995 signage plan for Umeda Hospital was based on the key concept "Cleanliness is the best service that a hospital can provide". With the recent renovation of the outpatient building, new signs have been created. The concept of the "washable sign" remains the same. The design uses white cloth that in fact can easily be dirtied.



Moving Brands - weare
Moving Brands have launched a fashion brand and a new fashion label that allows its consumers to participate themselves in the creation of designer garments. Named weare, the label has its own website where the consumers, or users can buy and create back and white patterned images that will then appear as patterns on their own garments.

Fields of Graphic Design Practice



1.2.1.2. *General Properties*

Lesley General & Chris Porter: Rainbow Laces — This time, the brief was to tackle homophobia in football with gay charity Stonewall and anti-racism coloured professional footballers in the UK. We then used our media to encourage the players to wear the laces — as "Right Behind Gay Footballers". Players from over 140 of the laces and the campaign generated over 400 million Twitter. Further impressions, in just one week.

Ernie Gilchrist - In Loving Memory of Work --
In Loving Memory of Work is proud to support the Oregansue Truth and Justice Campaign as they seek truth and justice for all miners victimized by the police at the Oregansue Colliery Plant, South Yorkshire, on June 18th 1984.
Oregansue is part of the pattern of cover-ups and lies by the police from many different forces, which are now being exposed. The OTCG call for a full public inquiry, to take place as soon as possible, into the policing and subsequent statements recorded by the police at the time.

Candy Chang - Before I Die *
Before I Die is a participatory public art project that invites people to contemplate death, reflect on life, and share their personal aspirations in public. After losing someone she loved, Chang channeled her grief and depression into this project as an abandoned house in her New Orleans neighborhood to restore perspective and find consolation with her neighbors. She covered the crumbling house with chalkboard paint and decorated it with the prompt, "Before I die, I want to _____." The wall quickly filled up with responses, from the

Orlistat Monohydrate: FIG 51049 ***
Orlistat Monohydrate has spent three years maturing as the products made from a single pig oil throughput. The more unexpected results were Orlistat's ability to reduce cholesterol, heart failure, insulin, cholesterol, triglycerides, cigarettes, conditioner and even hair loss. Monohydrate makes the subject more approachable by reducing everything to the scale of one animal. After it's death, pig number 51049 was shipped in parts throughout the world. Some products remain close to their original form and function while others change dramatically.

Kate Donohue/Win - Adidas Lab "In May 2013 Adidas launched the Adidas Lab in central London – a temporary interactive and immersive environment focusing on innovation in football. Fans invited to the event were able to choose from innovations in football, such as a smart ball, a smart jersey and a 3D smart boot to measure speed, work rate and ball pressure. Fans were invited to the event using an RFID wristband. As they completed each task, fans were awarded points and their progress was displayed in real-time. This data was then analysed, participants were recommended a boot to suit their playing style and placed on a leader board."


Drugs!—Decade Jay Z — To help break the Google habit, Drugs! sought to create an actual product demonstration of drug's benefits, and instead launched a cult culture. Identifying the launch of Jay Z's rap group, Drugs!, as the perfect platform, experienced the launch of a new, more creative drug experience that put every drug on the table in a different location, based on the content of the page. Drugs! allowed fans to discover the book in real-world locations and try to be the first place to complete it. The campaign created a media storm four times the amount generated nearly one billion media impressions and increased Drugs! market share to the highest position since its launch in 2009.

Summary • Big Ideas

The eyes can mirror, adapt, select and state positive types. Color, contrast and shape in conjunction with the generative digital artist Pixel – the eyes change depending on their context and application. Ever-changing the digital iris design emulates the muscular construction of biological eyes, creating unique designs for each application.

The eyes can mirror, collect, clients and can be activated by client data, big or small. This flexible element of the visual brand identity enables a cohesive visual and strategic approach to be applied through all communications, joining up the dots of the new organization.

Anniversary International/Walther - It's Not Happening Here, But It's Happening Now →
This multi-award-winning poster campaign for Anniversary International Switzerland puts the issue of human rights abuse, quite literally, in front of our eyes.
The campaign, created by Zurich-based advertising agency Walther, consisted of 200 individual posters, each meticulously matched to its specific surroundings, showing actual scenes of human rights abuse from around the world.

George Hare - Uganda Hospital  George Hare designed a signage system for the Uganda Hospital which is a specialty hospital for obstetrics and gynaecology. The signs themselves are made of cloth because his concern was the creation of a gentle atmosphere for a place where pregnant women and nursing mothers would be spending their time. He also endeavored to make them washable. The reason he used easily dyed cotton is that the high level of humidity of the facility would be viable in its maintenance of the pure white of the signs.

Moving Brands - winners *
Winners is a collaborative design concept from Moving Brands which allows people to create graphics online and add them to a gallery.
Add your drawing using the interface below and see your designs on the next update of our in-app pack.

Design Studio - Aikoh
A year-long partnership to change the Aikoh brand and help them realize their vision of becoming the world's first community super brand. Working in close collaboration with the company at all levels, the rebrand touched every aspect of the business.

This opportunity was presented to us as a chance to shape the way the world views trend, hospitality and sharing. We set out to create a unique process which resulted in a new visual brand and reimagined their digital products.

Dropcap - Submitter for Newszette Brown "I, Newszette Brown Am, along with Dropcap, continue on our mission to take the bull case out of beer advertising and its overly cultural counterparts with the #BullCaseIsSublime Facebook app. It allows you to take photos of tropical smoothies, summer oil slicked hair and breezy outfits, and describe upon them what you're really trying to say by broadcasting them to the social mediaverse."

Postagram - Great Western Railway
Julie Southworth and team have developed a new identity for Great Western Railway. Established in 1825, GWR forever changed Britain's commerce and leisure landscape by connecting London to the West Country and Wales. The brief was to create new brand strategy and visual identity worthy of the First Group's ambition to kick off a renaissance of rail.

Pentagram - Ten Trinity Square
Brand, graphics, and identity for a

These Simpson & Adam Murray - Reed and Rail Links Between Sheffield and Manchester

Yungsoon Yung - Juices
Juices is a fictional company that manufactures fresh fruit juices, catered especially to kindergarten and primary school students. It is a company that believes that healthy eating habits should begin at a very young age. A simplified illustration of the fruits are to further clarify the flavours, to add visual sensitivity, and to appeal and connect to the target audience.

Buckley Advertising & Design - Denver Water **
We helped Denver Water come through the second worst drought in its history. But no one likes to waste, not even us. So that's what we told them. Go ahead and use the water you need, but only what you need. We didn't tell them, we didn't guilt them. We just asked them not to waste. The campaign has been instrumental in driving down water consumption by over 20%.

New life advert for Jeep by Danish agency Bates V&A. The Jeep parking space event took place over a few weeks in the spring of 2007 in Copenhagen. The main objective being to make the Jeep brand part of the urban environment in a surprising way.

Our task was to create friendly, accessible pieces that used open air quality

TYNAR - Absolut Vodka: The Absolut Bottle - Despite having no distinct shape, Absolut made its bottle the most recognizable bottle in the world. Their campaign, which featured print ads showing bottles "in the wild," was so successful that they didn't stop running it for 25 years. It's the longest uninterrupted ad campaign ever and comprises over 1,500 separate ads.


Bradley Segementaler: The Happy Show ■■
Filling the Institute of Contemporary Art's (ICA) entire second-floor galleries and ramps, and activating the in-between spaces of the museum, The Happy Show offers visitors the experience of walking into Bradley Segementaler's mind as he attempts to increase his happiness via meditation, cognitive therapy, and mood-altering pharmaceuticals.

Gary Perchal - Too Much Too Young *
Created a poster celebrating the 2 Tone music generation era but using one of his favourite bands (The Specials) and favourite songs (Too Much Too Young) from that era using a modern and monochromatic feel.

Anthony Burrill: Immigrant Targets

There are an estimated 18,000 shooting ranges operating in America today. Many of these shooting ranges call custom targets featuring guns, terrorists, aliens and zombies. The painfully ironic truth is that the real targets of gun violence aren't these fictional "bad guys" but rather our real life friends, neighbors, co-workers and children.

Innocent targets is a reminder of the thousands of lives lost to the deadly gun culture in America and a call to action to help us put an end to it.

Infante Presents - The Open Skyline 

My Open Daybook is a project that was initiated by David Earle and published by Open Earth Publishers. David invited over 300 artists to each create one artwork during a specific day during the year, and collected these works into an art book/calendar.

Competitive teamwork - RAGBRAI 
This project was a teamwork based project where we had to work within a design team, assigning particular jobs to individuals but would then all fit together to create a cohesive body of work. I was given the role of branding our raise awareness campaign for global conflict therefore produced a logo, design rules, website and an app.

The work produced a balance scale game where the players pick up cards instructing them to place a particular colour counter on a certain political party leg, at the end of each system game the overall structure should be evenly balanced. The aim of this project is to educate the audience about these two systems and intends to show how evenly balanced Proportional Representation is compared to the current system.

Graphic Design in Context: The McDonald's Hamburger **
This project researches into McDonald's hamburger but more specifically the individual ingredients with the main focus on the regular bun. The work produced is a group of infographics, fast food packaging which sets out to inform

Present Day ***
I feel that in this present day I am still experimenting around within Graphic Design still sets but have a very strong interest in branding but clearly backed

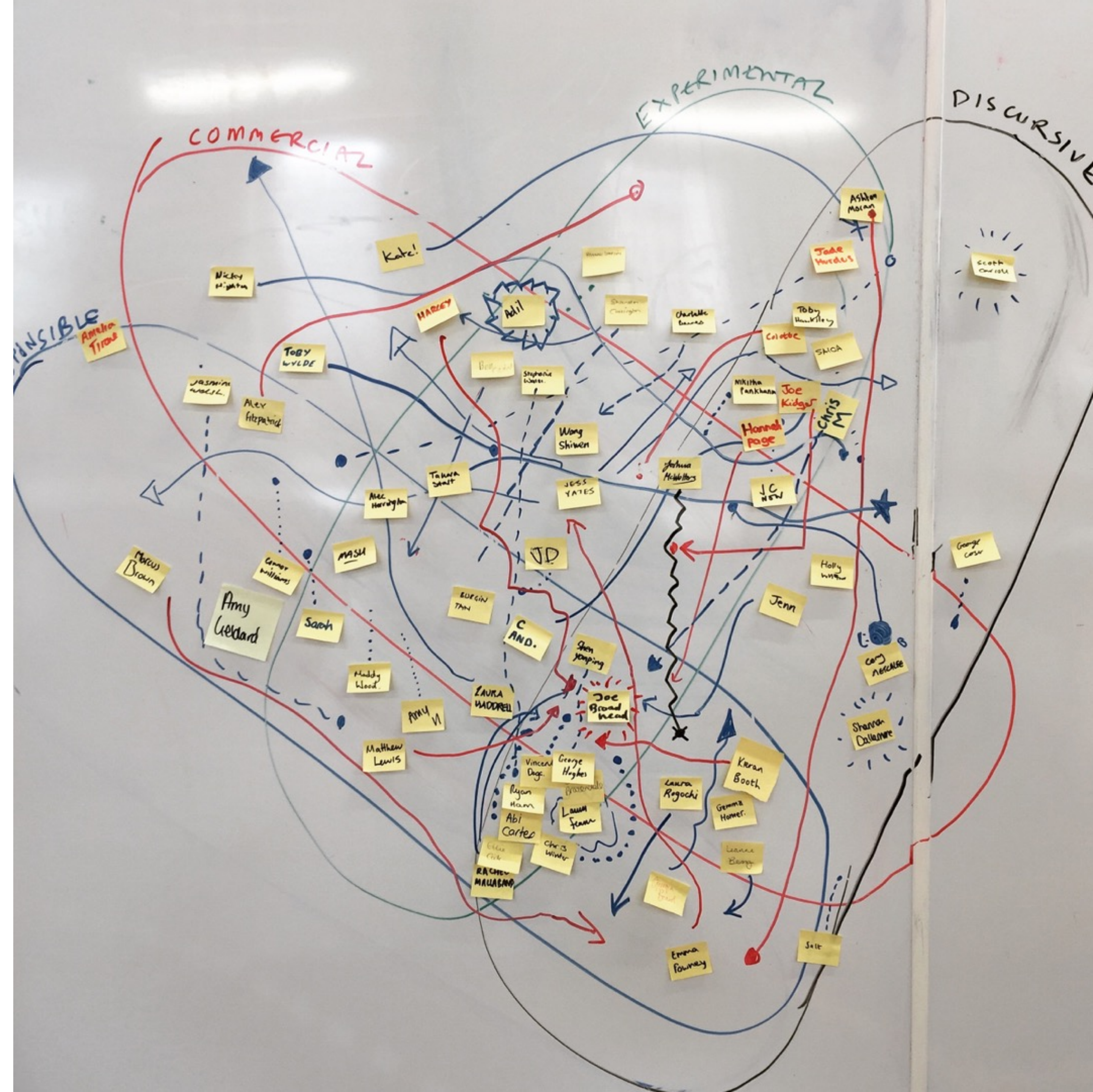
Future 100% In the future I will be working in some sort of branding/packaging design with some personal book projects thrown in, as well as some other things that I feel like doing.

George Hughes 346/170

CORNER SAYS MAPPING

*'...RENDERS VISIBLE MULTIPLE AND SOMETIMES
DISPARATE FIELD CONDITIONS'*

YEAR 2 MAPPING AS A
CLASS GROUP PORTRAIT.
WHERE YOUR DESIGN
PRACTICE IS (POST IT) AND
WHERE YOU WANT YOUR
DESIGN PRACTICE TO BE
(FOLLOW THE LINE)



*'MAPPING IS A PROCESS OF UNDERSTANDING:
IN ORDER TO BE ABLE TO ACT FULLY AND
DECISIVELY IN THE WORLD, WE MUST RENDER IT
LEGIBLE, BECAUSE ONLY BY READING THE WORLD
ARE WE CAPABLE OF WRITING ON IT'*

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